Yukon

Government of Yukon

Yukon Government NEWS release

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Fulda Challenge Extreme Arctic Winter Adventure to Continue for Another Two Years

WHITEHORSE – Tourism and Culture Minister Elaine Taylor and FULDA REIFEN GmbH & KoKG, Managing Director Michael Kuhn are pleased to announce the continuation of the Fulda Challenge Extreme Arctic Winter Adventure through a two-year Memorandum of Understanding (MOU).

The $150,000 (Cdn) per year MOU was signed earlier this month by Taylor and Kuhn. Taylor was in Germany promoting tourism marketing, partnerships and air access from Europe.

"The Fulda Challenge is a wonderful event that provides the opportunity to promote Yukon as a winter tourism destination as well as showcase the territory's scenic beauty," Taylor said. "In addition, the Fulda Challenge contributes more than $1 million annually in expenditures in Yukon's economy."

The Fulda Challenge Extreme Arctic Winter Adventure is a Canada's North decathlon that has been taking place annually in Yukon since 2000. Teams compete in a variety of physically and mentally challenging events around the territory while battling the winter weather elements. The Challenge's four main sponsors, Fulda, Tourism Yukon, Toyota and Condor Airlines support the event as a premiere promotional tool bringing benefits to all.

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Also discussed at the meeting was the development of promotional opportunities such as travel programs and packages offered in Germany that feature Yukon destinations.

"I strongly believe in the still increasing success of this event for both parties," Fulda Managing Director Michael Kuhn said. "So many people at this time are talking about win-win situations, and this is proof of that for both parties. There is nothing but benefit to both."

The Fulda Challenge generated €3.25 million in public relations advertising value in Germany as a result of the Fulda Challenge 2007. An estimated 35 journalists as well as Fulda representatives and competitors visit Yukon each winter in conjunction with the event.

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Below:

Elaine Taylor, Minister of Tourism and Culture with Michael Kuhn, Managing Director Fulda Tyres in Germany following the signing of the 2-year MOU (Memorandum of Understanding) that will give Fulda $150,000(Cdn)per year to stage the Fulda Extreme Winter Challenge in Yukon.

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